Create Social Media Accounts for Your Business

Table of Contents

Facebook Business Page 4

Instagram Business Account 7

Twitter Business Account 10

YouTube Business Channel 13

TikTok Business Account 17

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Social media is now the largest communications platform in human history. More than 2 billion people are active on Facebook, as per company data, and over 1 billion use Instagram every month.

Establishing your business presence on social media will help you meet your customers where they are spending time. Most social media platforms offer business pages where you can connect with your audience.

In this reading, you'll learn how to set up business pages for **Facebook**, **Instagram**, **Twitter**, **YouTube**, and **TikTok**.

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Set Up Your Facebook Business Page

Establish your presence on Facebook to share updates about your business and stay connected with customers. Start by creating a business Page on Facebook to connect with your community. People can easily contact your business through your Page, and you can also share posts on behalf of your business that showcase your products and services.

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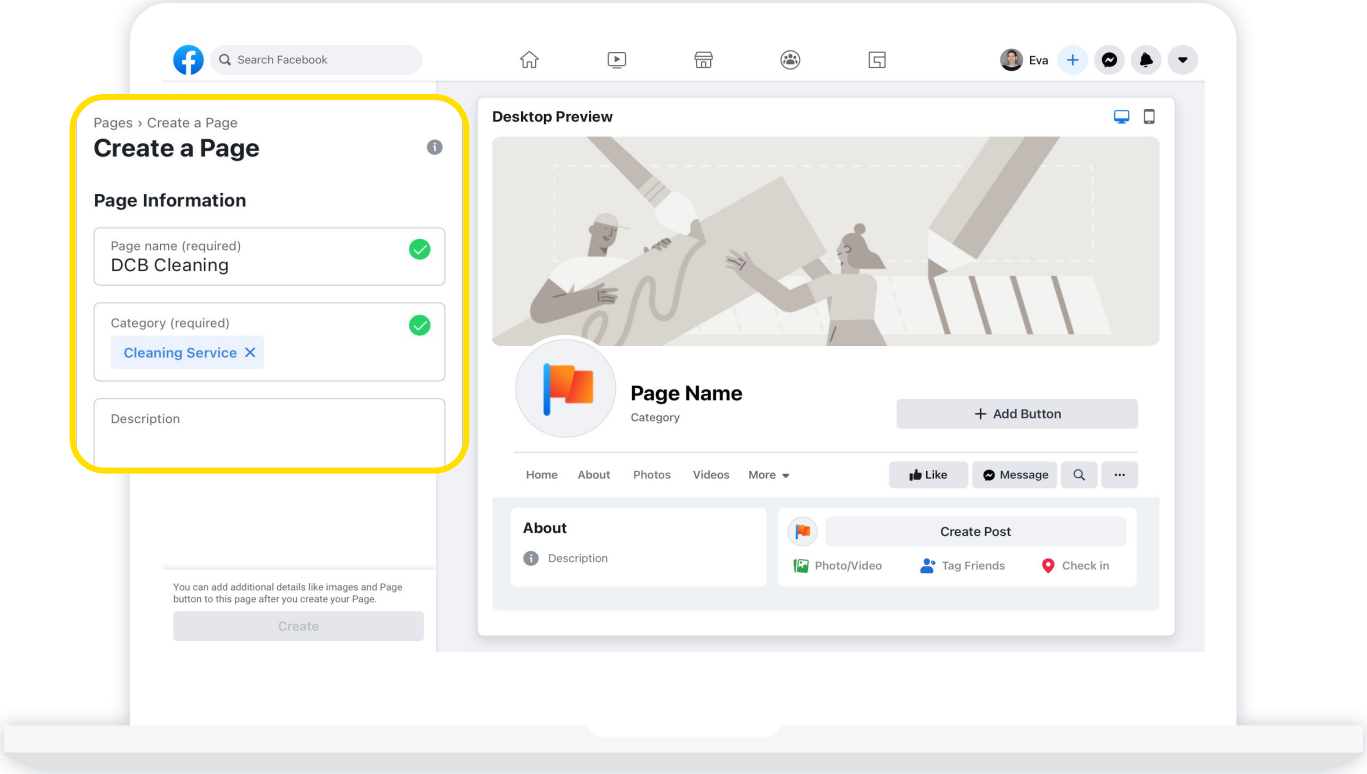
Create a Page

From the homepage of your Facebook profile, click **Pages** on the left-hand panel. Then, scroll down and click **Create New Page**. Once you do, this window will appear:



Source: Facebook

Start setting up your page information by typing in the name of your business under Page name.

Select a category

Select one of the business category-types that best represents your business. Add a description that informs people what your offerings are. After you've done this, you can select **Create Page** at the bottom of the panel.

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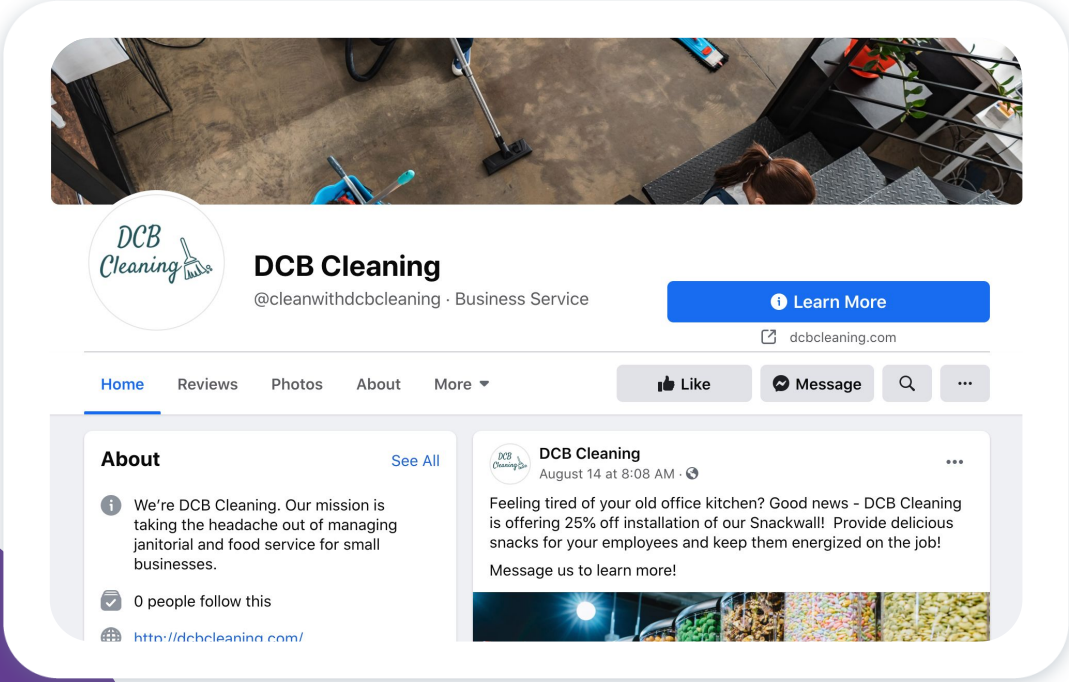
Establish your identity

After you've created your Page and input basic information about your business, you can select a profile photo to represent your business across Facebook and a cover photo for your Page.

Get started on Facebook

- **Welcome people.** Create a welcome post to greet visitors and let them know what they will find on your Page. Pin it to the top of the page so people can see it.

- **Grow your audience.** Invite family friends and customers to like your Page. Aim to get at least 30 Page likes as you're getting started.



Source: https://www.facebook.com/cleanwithdcbcleaning/

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Set Up Your Instagram Business Account

Instagram is a visually-driven platform where you can directly engage your community. On Instagram, you can share photo and video content about your business and products. With your content, you can invite your audience to interact with your business and strengthen relationships with customers old and new. Let's go over how you can get started by creating an account on Instagram.

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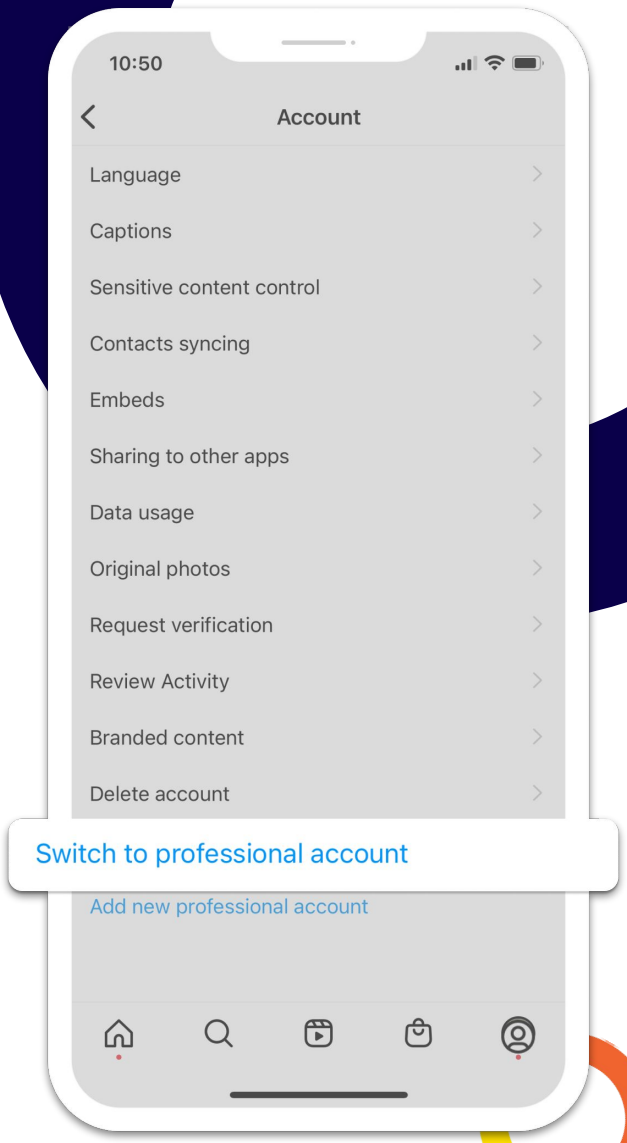
Download the Instagram App

Using a smartphone, download the Instagram app from Apple's App Store or Google Play.

Set up your business account

Once you've done that, open your new account's profile and tap the menu icon in the top right corner. Then:

- Tap **Settings.**
- Tap **Account.**
- Tap **Switch to a Professional Account.**



Set up your profile

Instagram will prompt you to create an account name and upload a profile picture, bio, and website link. You can also add a call-to-action button to your profile to encourage your audience to connect with your business.

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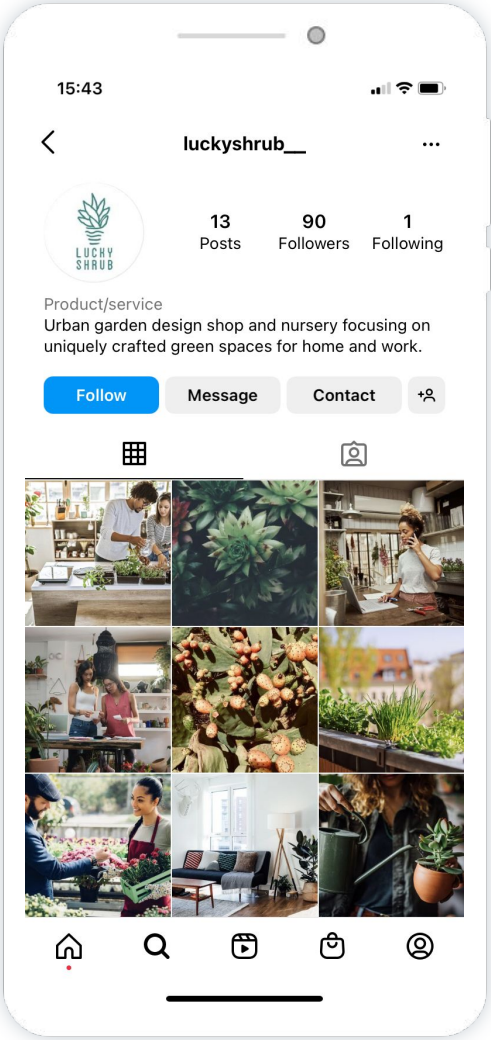
Connect your account to your Facebook Page

Instagram will also suggest you link your business account to your Facebook Business Page. We highly recommend doing this, as sharing data and audience between the two pages will make it easier to market to consumers.



Get started on Instagram

- **Find and follow other people and businesses.** Their photos and videos can inspire your own content. You can also search for and discover new accounts you might like on Explore.
- **Stay active.** To engage your community, consistently share photos and videos that showcase your business story.
- **Invite people to engage with your business.** Create posts and Stories that prompt your audience to ask questions and engage in conversation with your business.

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Set Up Your Twitter Business Account

Twitter is an ideal platform for your business to connect with your audience and join the conversations they're having. By showing off your business's personality on Twitter, you can help spark interest in your brand among new audiences. On Twitter, you can also offer quick customer service, share product news and updates, and engage with customers in a personal way.

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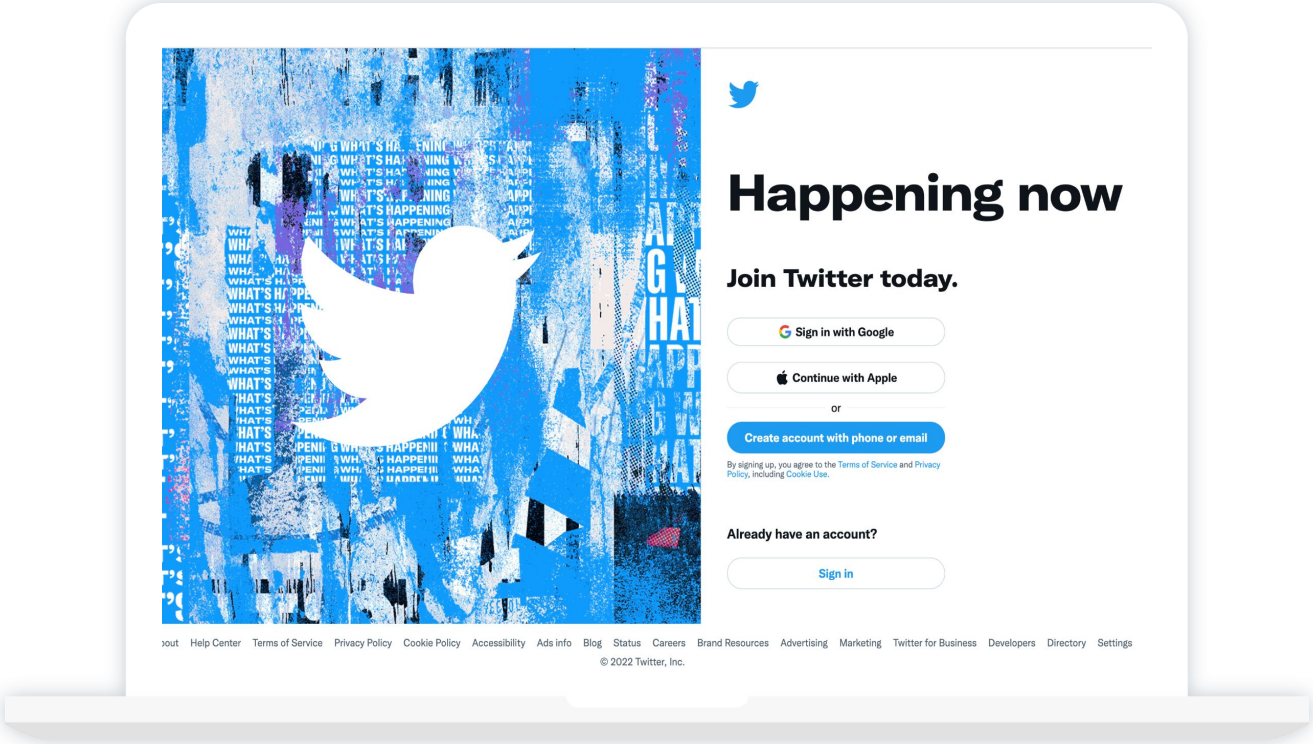
Create an Account

To create a Twitter Business Account, go to the Twitter homepage and select **Sign Up**. Fill in your personal information to start creating your account. Note that your information will not be listed publicly. Once you've created your account and verified your personal information, you can start setting up your online presence.



Source: Twitter

Establish your identity

- **Profile and Header Photos:**
  As you are setting up your account, establish your business identity by uploading a profile picture and header photo that visually represents your brand.

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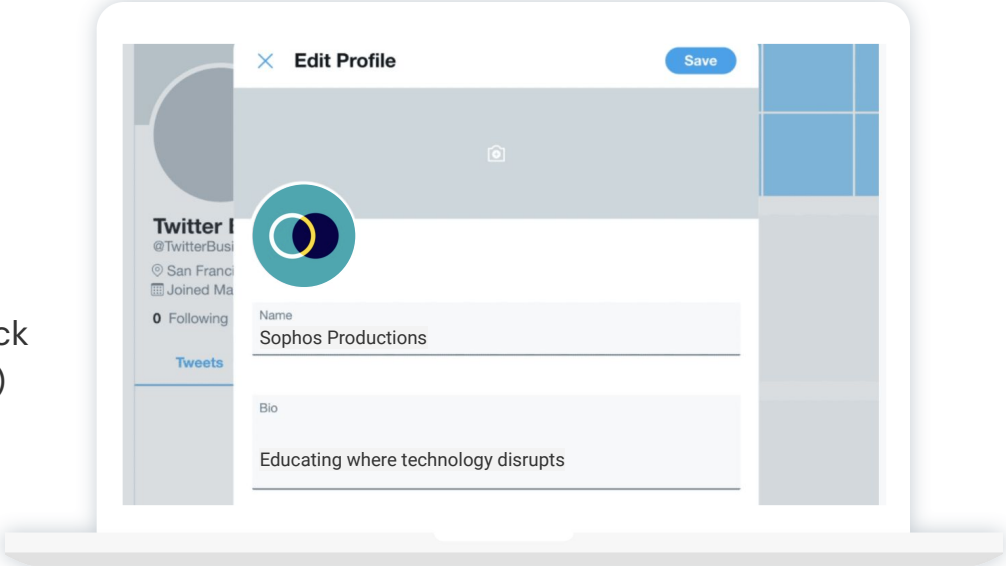
- **Display and account @name:**
  Your account @name is unique to your business and appears in your Twitter URL. Your display name appears right above your @name and can be changed at any time. We recommend setting your display name as the name of your brand or business.

- **Bio and details:**
  In 160 characters, give a brief description of your business that shows what you do and why people should follow you. You should also include:

  - A direct link to your website
  - Your location
  - Store hours (if you have a brick and mortar shop)



Get started on Twitter

- **Use pinned tweets.**
  Pin tweets with important updates, like promotions or product launches, to your profile so your followers can see it when visiting your account. To pin a tweet, click on the top-right corner of a tweet and select **Pin to your profile**.

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Set Up Your YouTube Business Account & Channel

If you're looking to upload videos that showcase your business, look no further than YouTube. More than 2 billion people are on the platform, and as of 2020, users have uploaded 500 hours of video to the site per minute.[1] Join YouTube to share video content that is searchable and discoverable in one place.

[1] Wojcicki, Susan. Youtube Official Blog, 2020.

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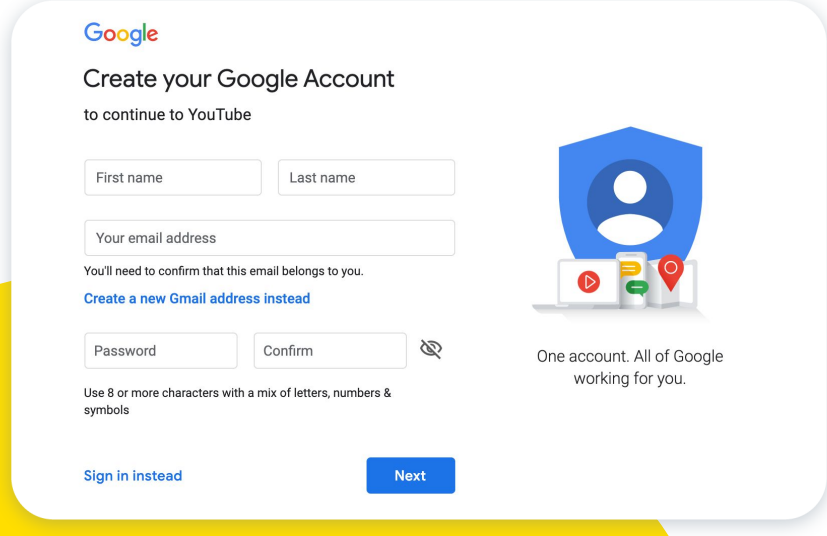
Create an account

To create a business YouTube Channel, you should:

- Sign in to YouTube on a computer or using the mobile site, using your personal Google account.
- Go to your channel list.
- Click **Use a business or other name**. This will lead you to a screen where you can enter the name of your business.



Tips for creating an account

- **Protect your personal privacy.** If you're sharing the YouTube account with other members of your business team, creating a new Google account specifically for YouTube login may be ideal.

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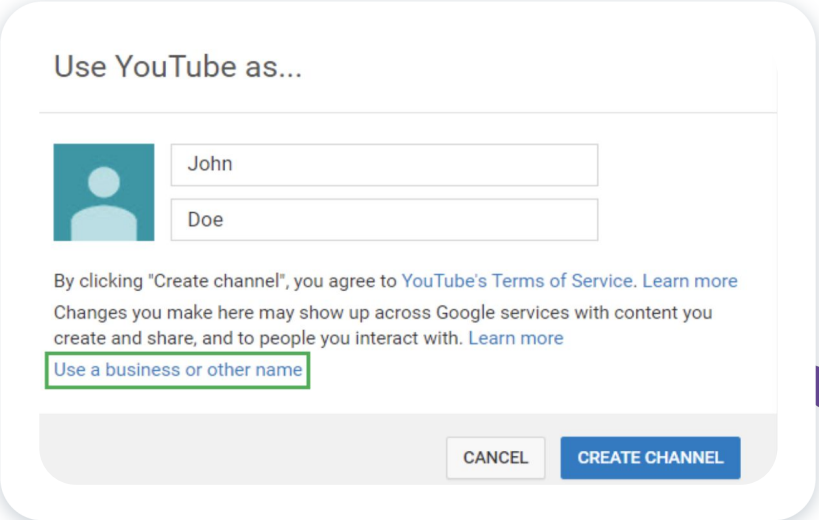
Create a YouTube channel

- After signing into YouTube, create a new channel by clicking on your profile icon. Click **Create a Channel** in the dropdown menu.
- Fill out the details to name your new channel, such as your channel icon and artwork, channel description, and featured channels and activity. Then, verify your account and click **Done** to create a new Brand Account.



Tips for starting a channel

- **Create a strong and consistent visual identity.** When uploading a channel icon and artwork, choose professional images that are representative of your brand. Make sure that your images follow Youtube's recommended dimensions to ensure they appear clearly on your channel.
- **Include your contact details and a compelling bio.** Make sure your viewers know how to contact your business, and include a website, email, and other social media accounts on your channel. Also include a compelling bio that captures your business persona and reflects your video content.

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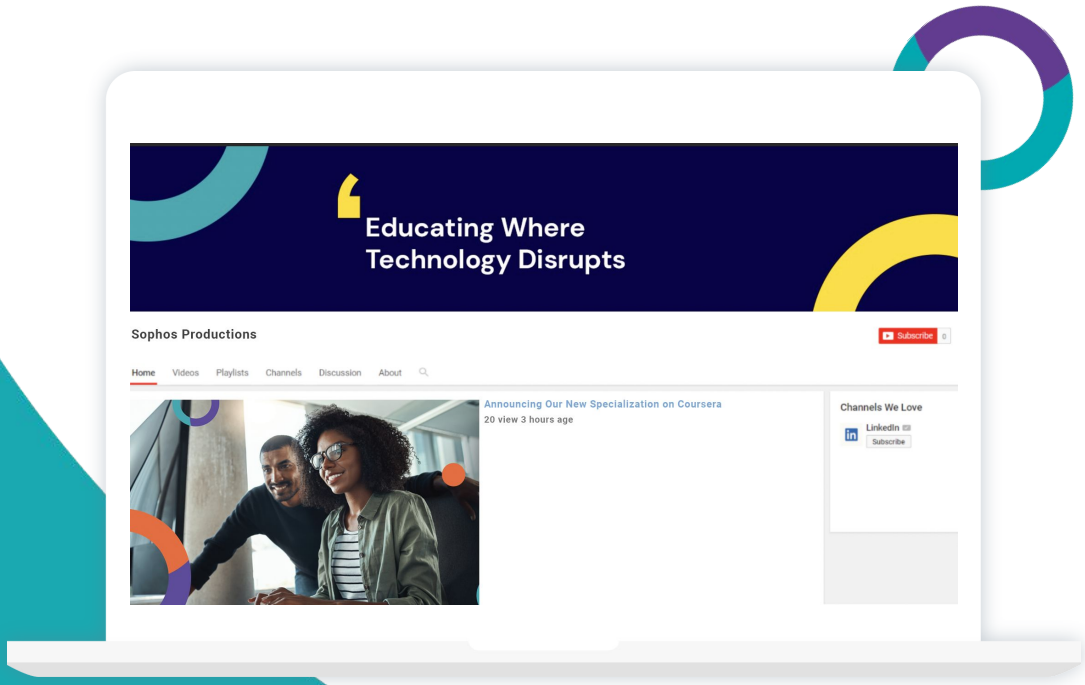
Get started on YouTube

To create a business Youtube Channel, you should:

- **Be a part of the YouTube community.** Follow other channels and like videos relevant to your business's industry to signal to your audience that you are an active part of the YouTube community, even if you don't post videos often.
- **Plan and upload your content.** Consider what kind of content you want to upload, whether it be existing videos or ideas you have yet to film and produce. Think about what kinds of videos you want to share that will showcase your business, such as product tutorials, commercials, or interviews of business staff or consumers.
- **Create a trailer for your channel.** Edit and upload a short trailer that supplements your channel's About page, and introduces first-time visitors to your channel. To upload a channel trailer, go to YouTube Studio and from the left menu select **Customization > Layou**t. Then, under Video spotlight click **ADD** and upload your channel trailer.



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Set Up Your TikTok Business Page

Join the TikTok community to unleash your brand's creative side through bite-sized video content. Upload quick, high-impact videos to make your business discoverable to TikTok's 1 billion users worldwide.

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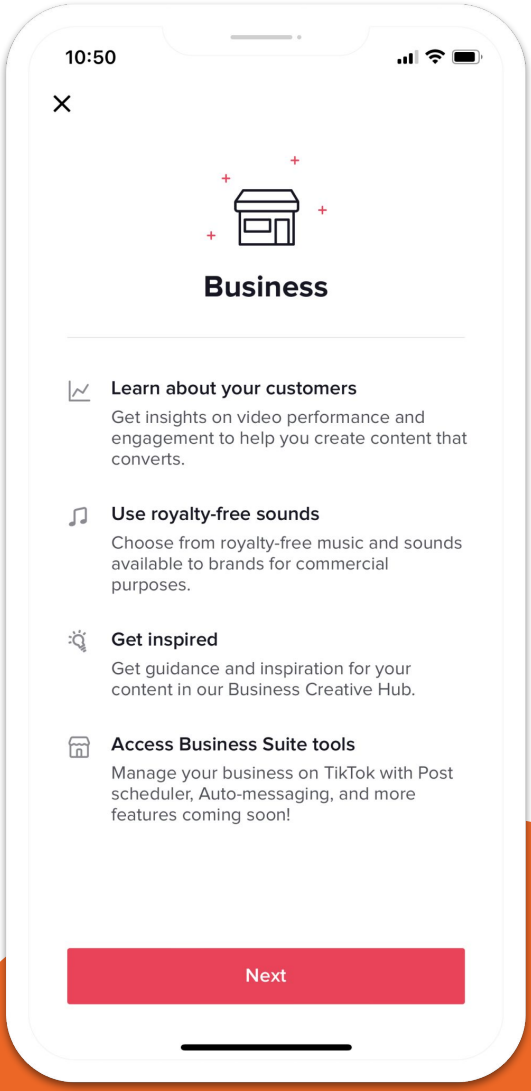
Create an account

After downloading the TikTok app on your mobile device, here are the steps for creating a business account:

- Tap **Me** in the bottom menu bar
- Tap **Sign Up**
- Within the app, click the ellipses on top right of the Me page.
- Tap **Manage my account** and select **Business Account** under **Switch to Pro Account**.
- Select a category best aligned with your business to receive customized content, events and solutions.



Source: TikTok

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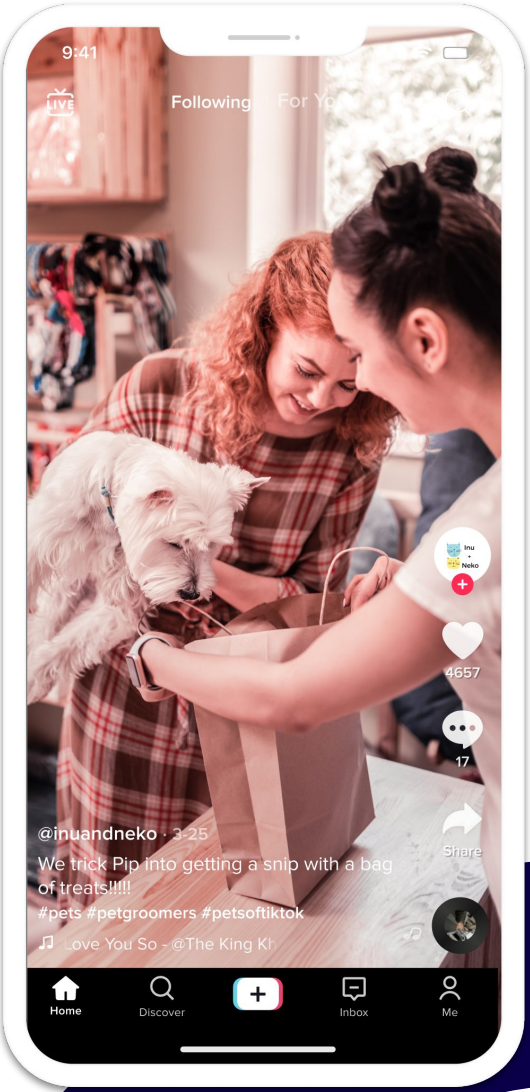
Get started on TikTok

- **Engage with others.** Authentically engage with TikTok users who are at the forefront of meaningful trends. Use interactive tools, respond to comments and join in on trends to show off your brand's personality.
- **Post videos.** Post short-form video content that embodies the passion and creative expression of TikTok users. Edit videos using TikTok's in-app tools or through external editing apps to grab the attention of users via their For You Pages.
- **Tap into TikTok business resource.** Check out its Creator Marketplace for brand and creator collaborations, Business Creative Center for video inspiration, and Small Business Resource Center for tips on how to grow your business on TikTok.



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Sources

Wojcicki , S. (2020). *YouTube at 15: My Personal Journey and the Road Ahead*. blog.youtube/news-and-events/youtube-at-15-my-personal-journey

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